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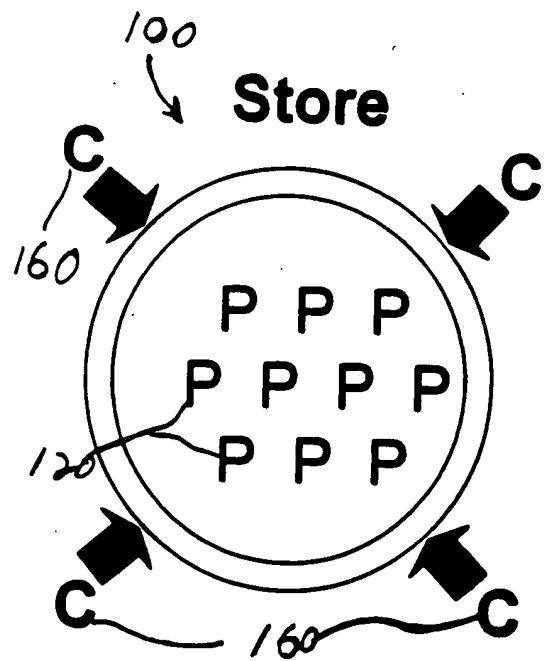
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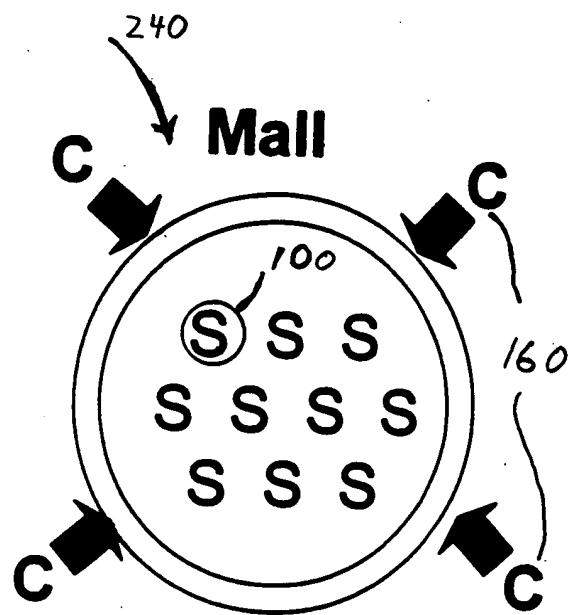
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P = product
C = consumer
S = store

FIG. 1
(PRIOR ART)

FIG. 2
(PRIOR ART)



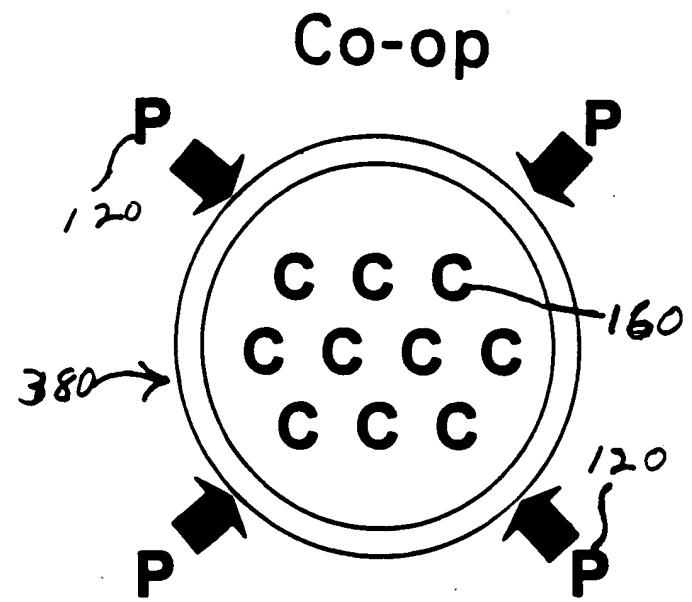
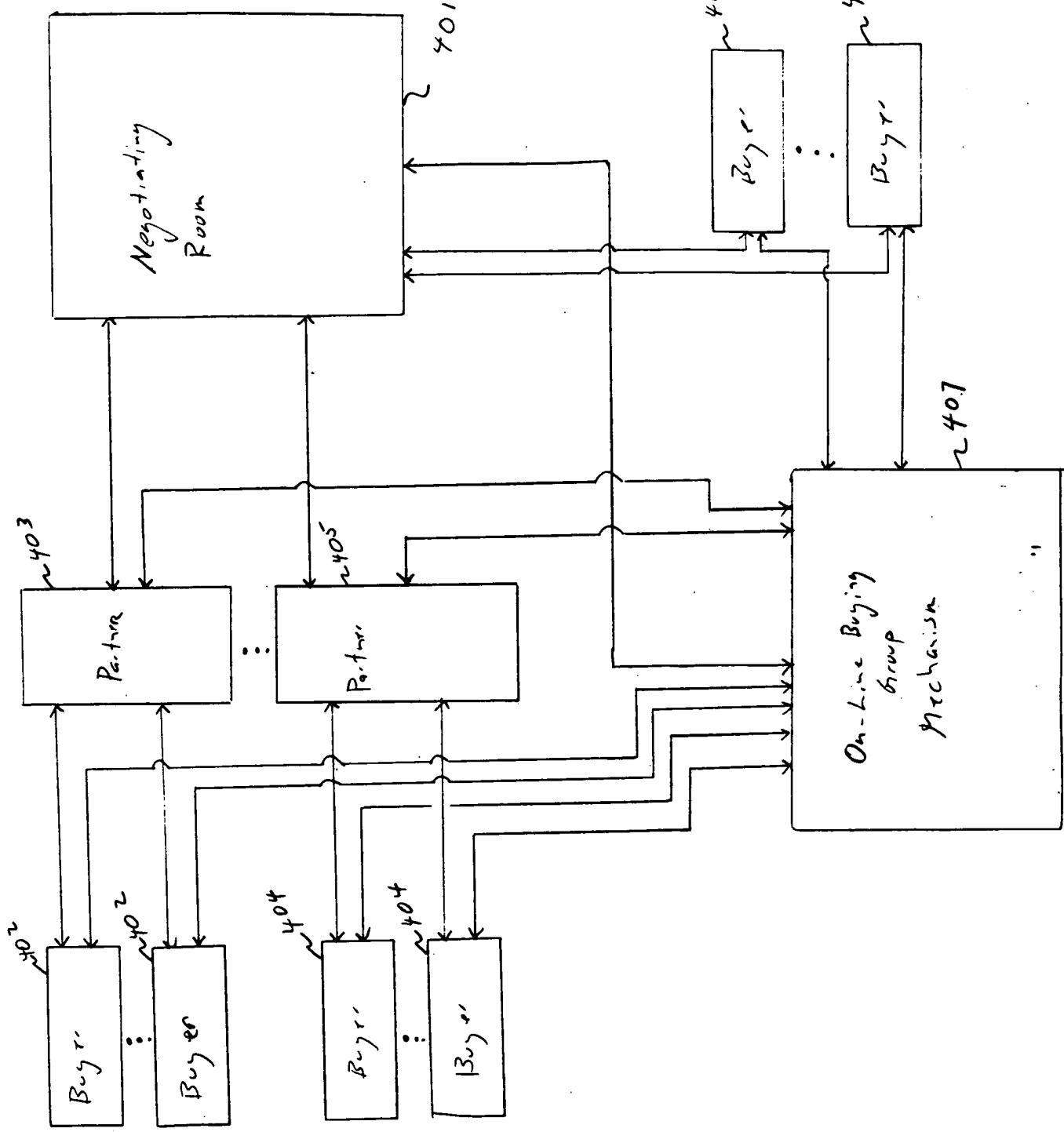
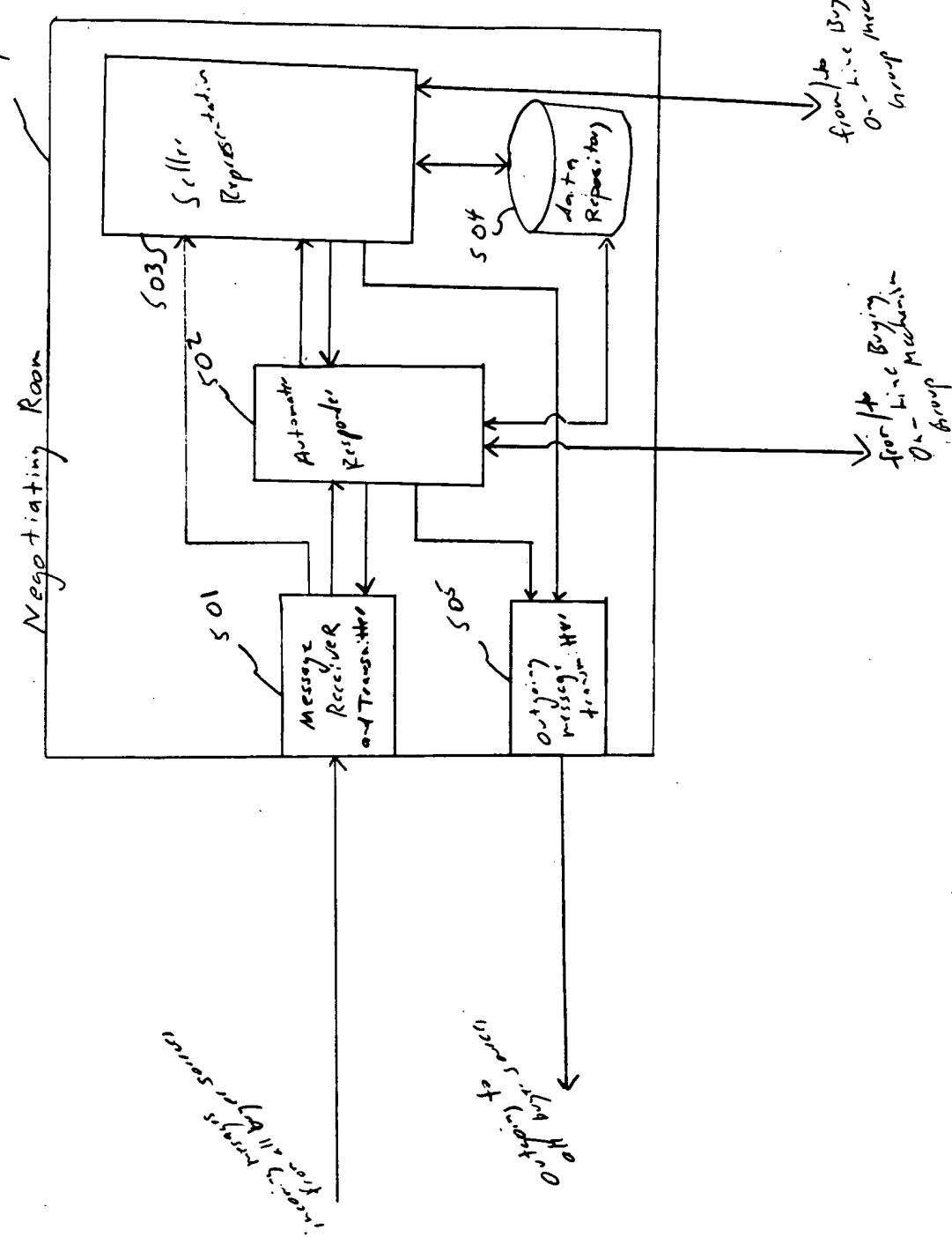
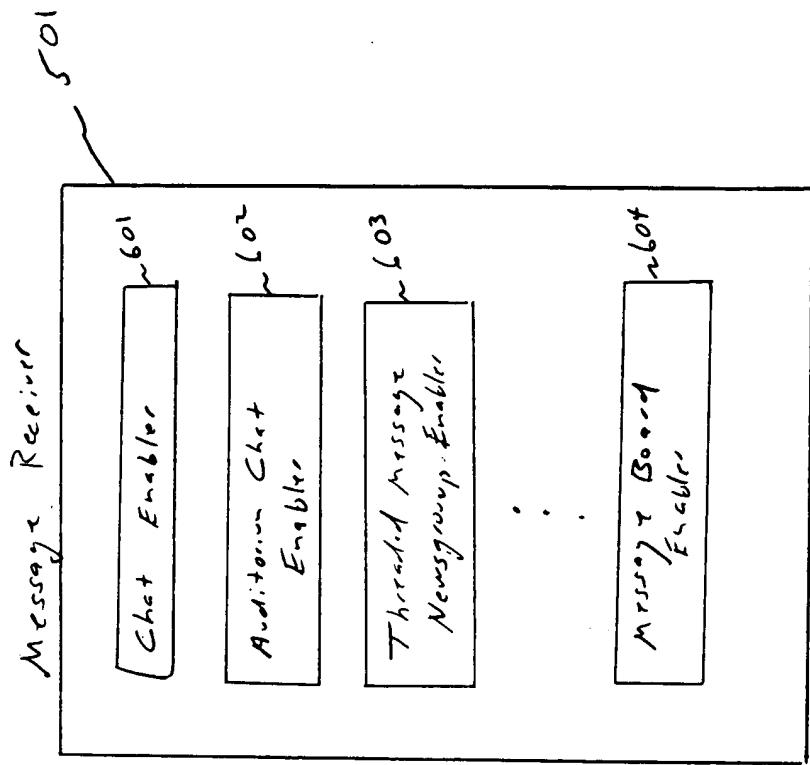


FIG. 3







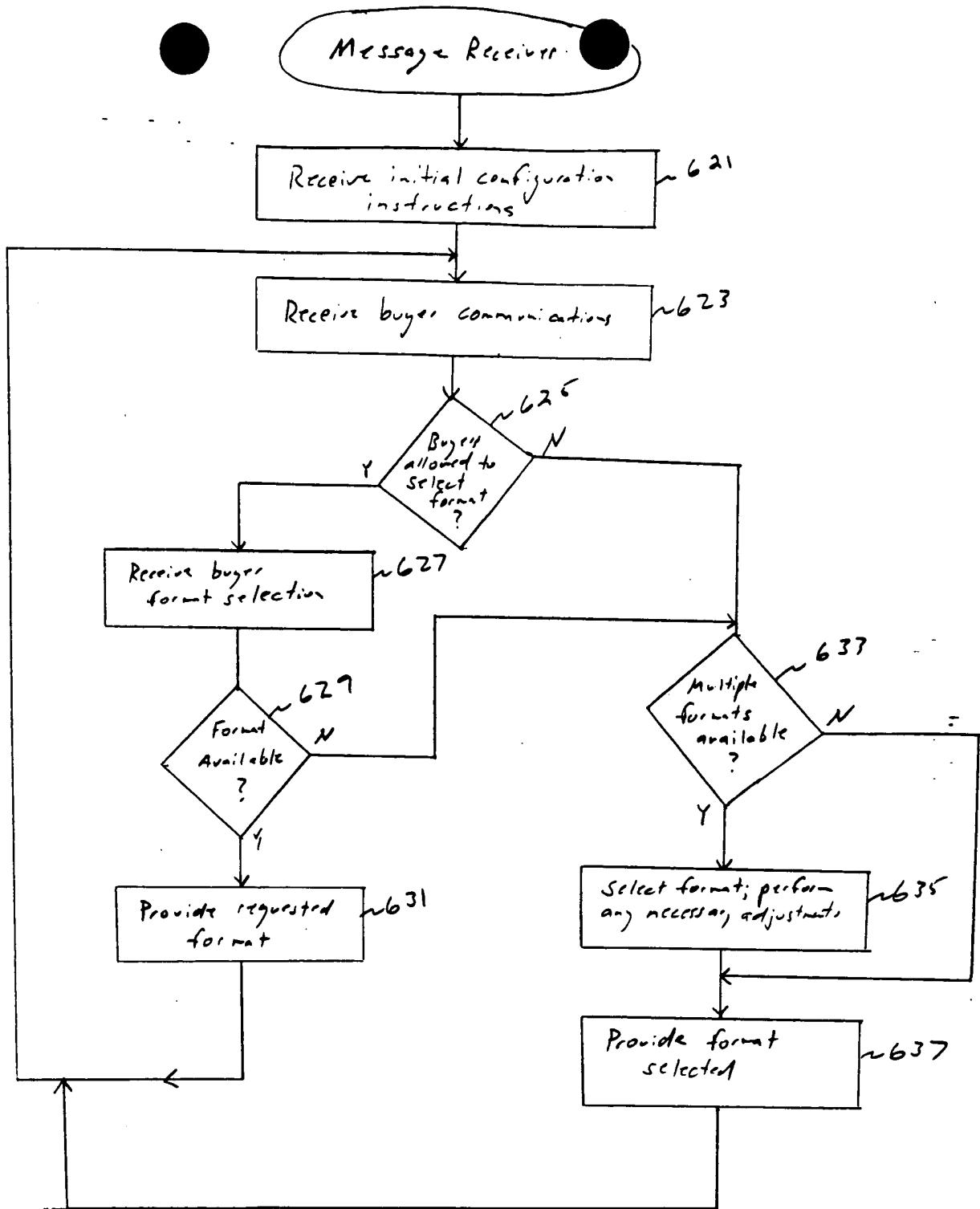
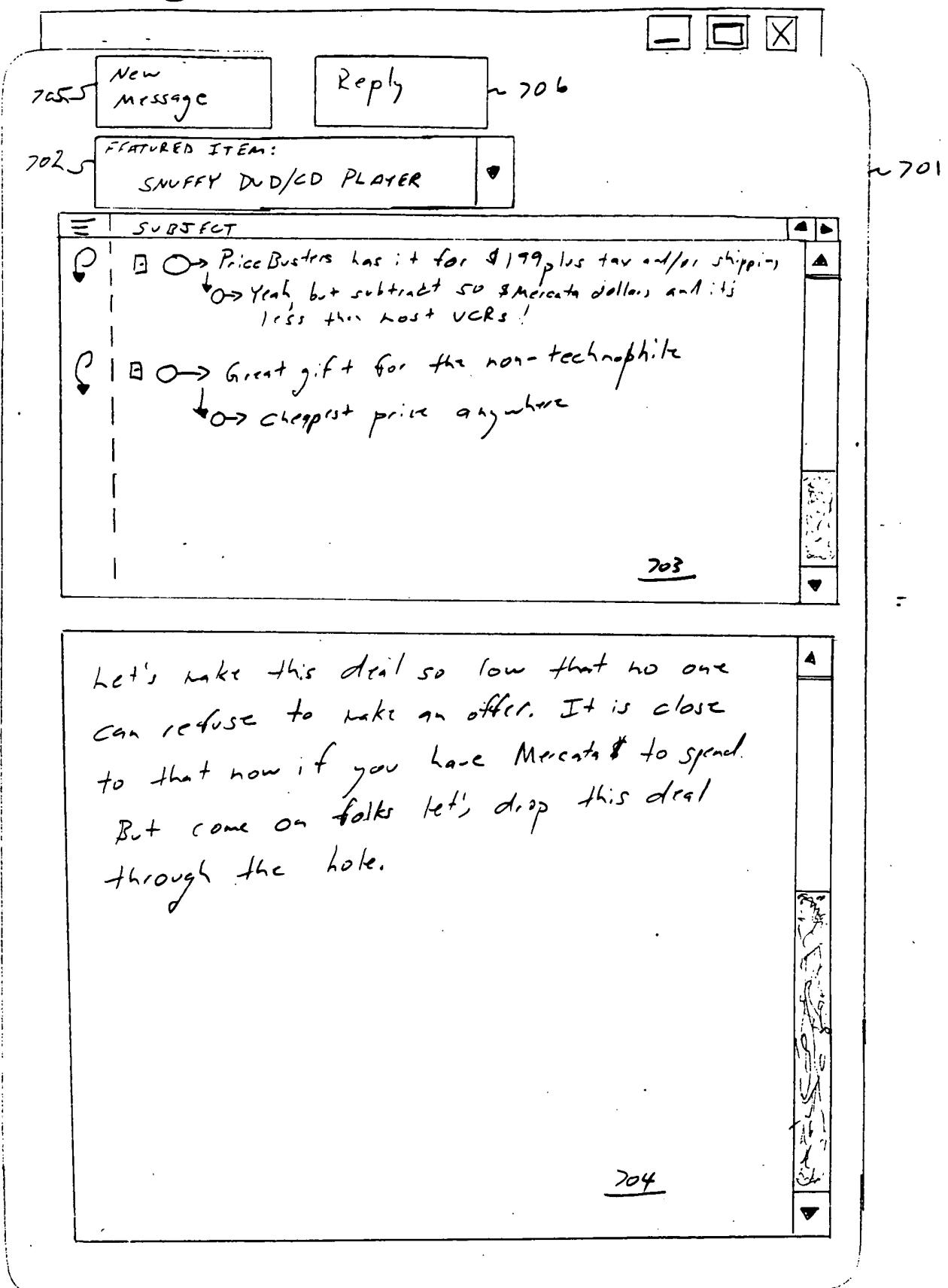
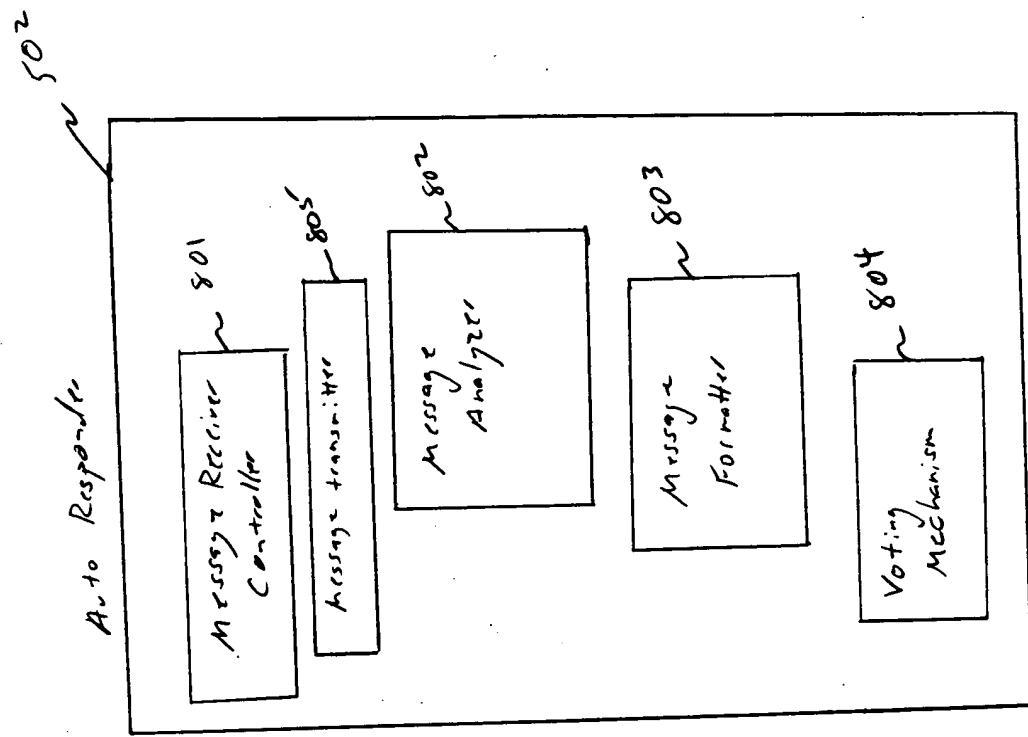


Fig 6B





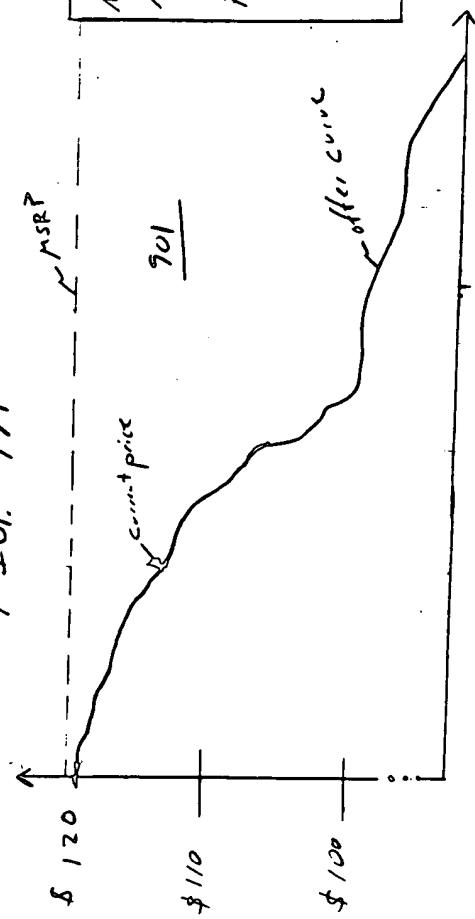
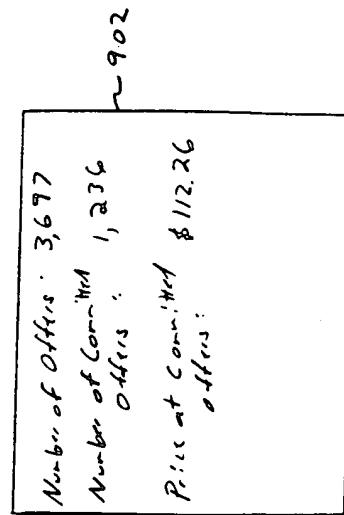
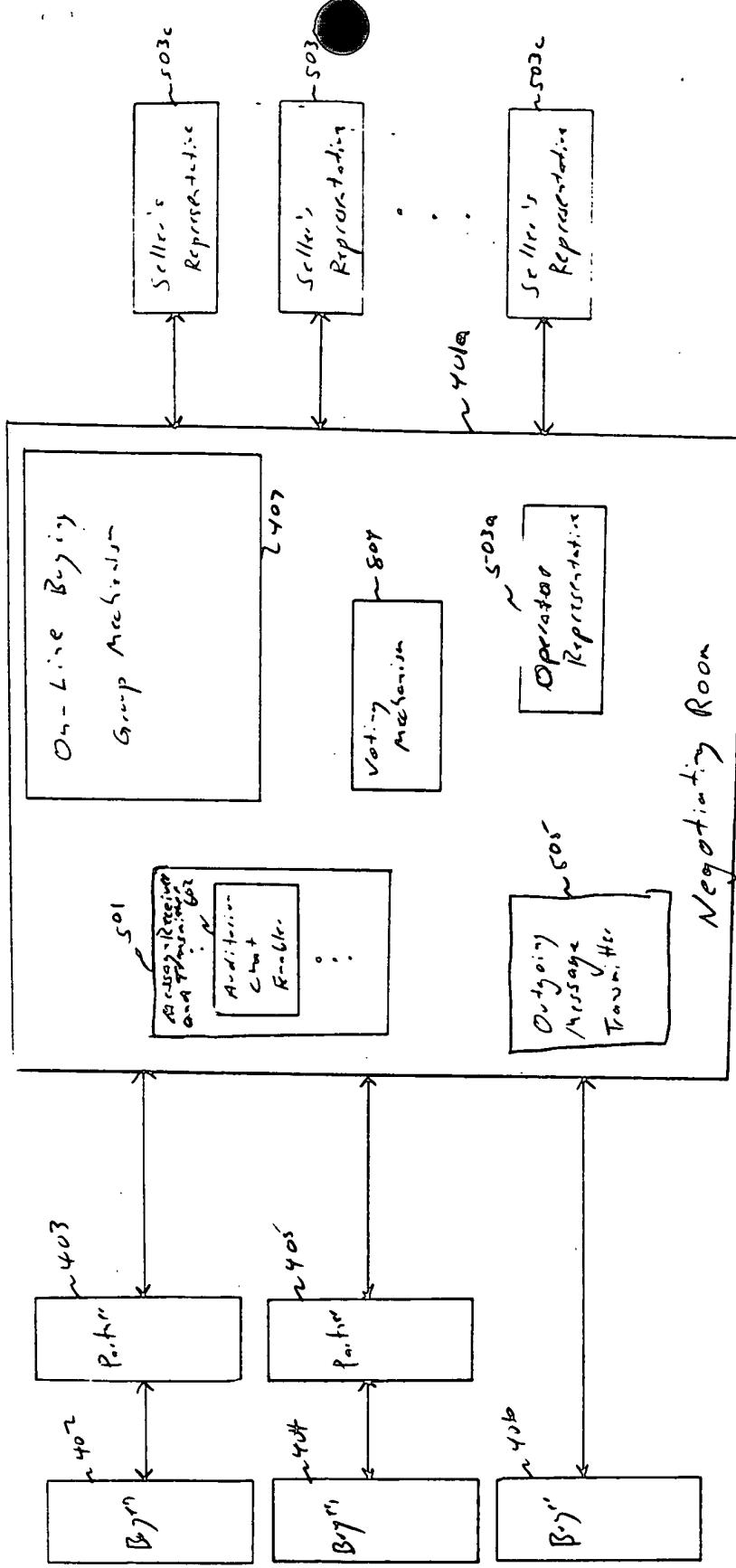


FIG. 9 A

Fig. 73.

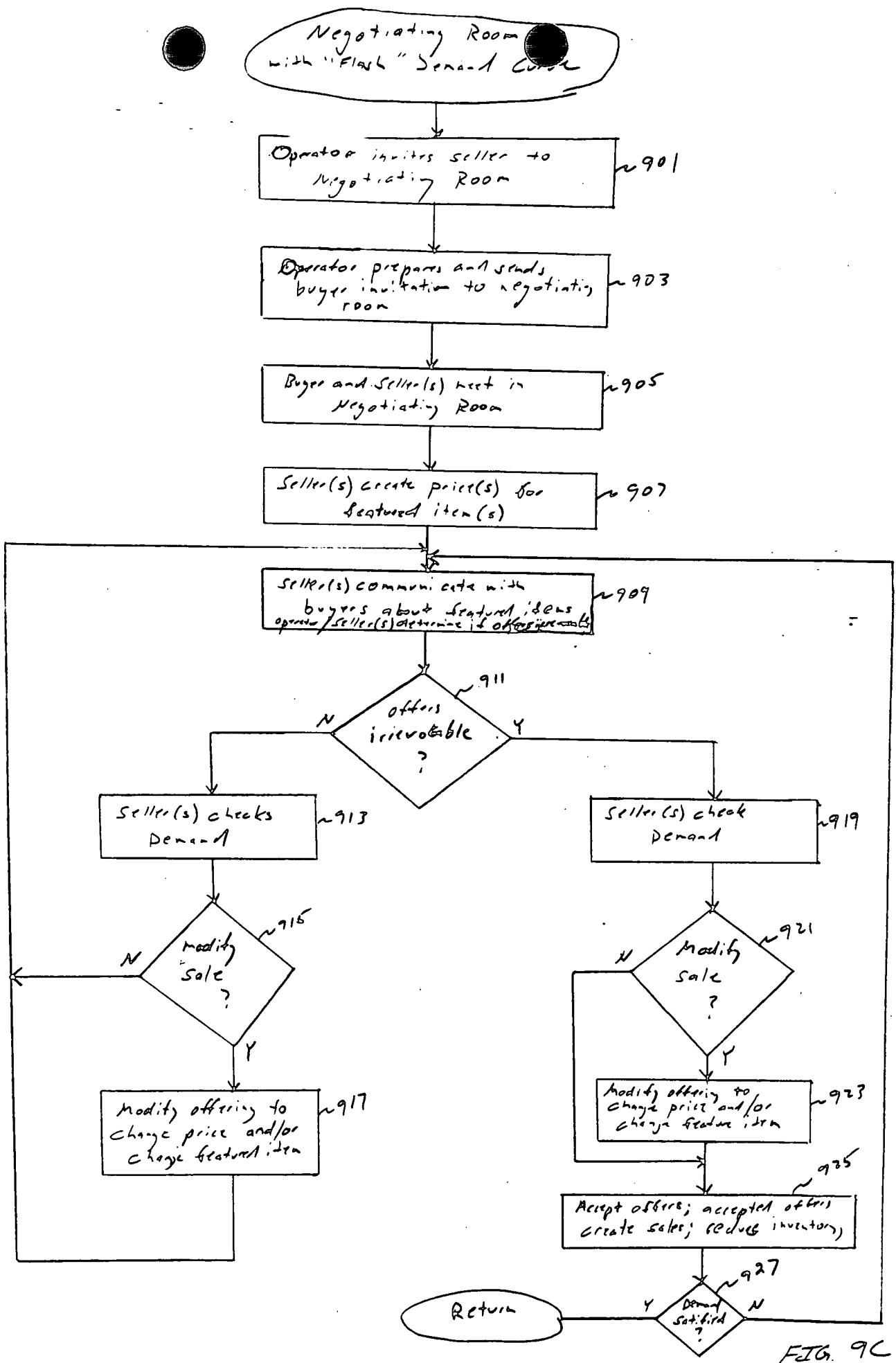


FIG. 9C

950

CATEGORY: VCRs

954

Screen Refresh

Product #1

Featured Item
Image

Seller: Sony

Features:
4 heads
Hi-Fi
TimerBonus:
• Free DVDs

MSRP: \$149.00

Offer

Ask Seller ^{951b}

951

Product #2

Featured Item
Image

Seller: 800.com

Features:
4 heads
Hi-Fi
No TimerBonus:
• N/A

MSRP: \$129.00

Offer

Ask Seller ^{952b}

952

Seller: Mercata.com

Features:
2 heads
Mono
TimerBonus:
• N/A

MSRP: \$119.00

Offer

Ask Seller ^{953b}

953

Negotiating Room

956

ABC123: What a great deal for #1. Only \$20 more
for all that stuff!Moderator: Make your offer for one of these products
in just 12 minutes!Time to
offer: 00:12:37

Myssage

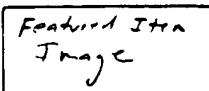
957

SUBMIT

958

FIG. 9D

925
Your Product



Features:

- 4-head
- Hi-Fi
- Time
- o
- o

Bonus

- Free DVDs

MSRP: \$149.00

Seller Options:

- Change Product
- Change Price
- Add/Delete Bonus
- Request Flash Demand

Negotiating Room 956

ABC123: How many video parts are there?

Seller: 4

Moderator: Flash offer in 12 minutes.

Time to offer:

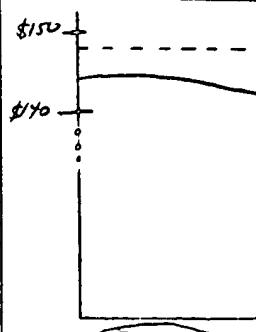
00:12:37

MESSAGE:

957

SUBMIT

FLASH DEMAND CURVE



901

offer curve

SUMMARY

#Offers: 2,785

#Committed: 465

Price of Committed: \$142.34

ZOOM

MODIFY

UPDATE

ACCEPT

985a

985b

985c

985d

FIG. 9E

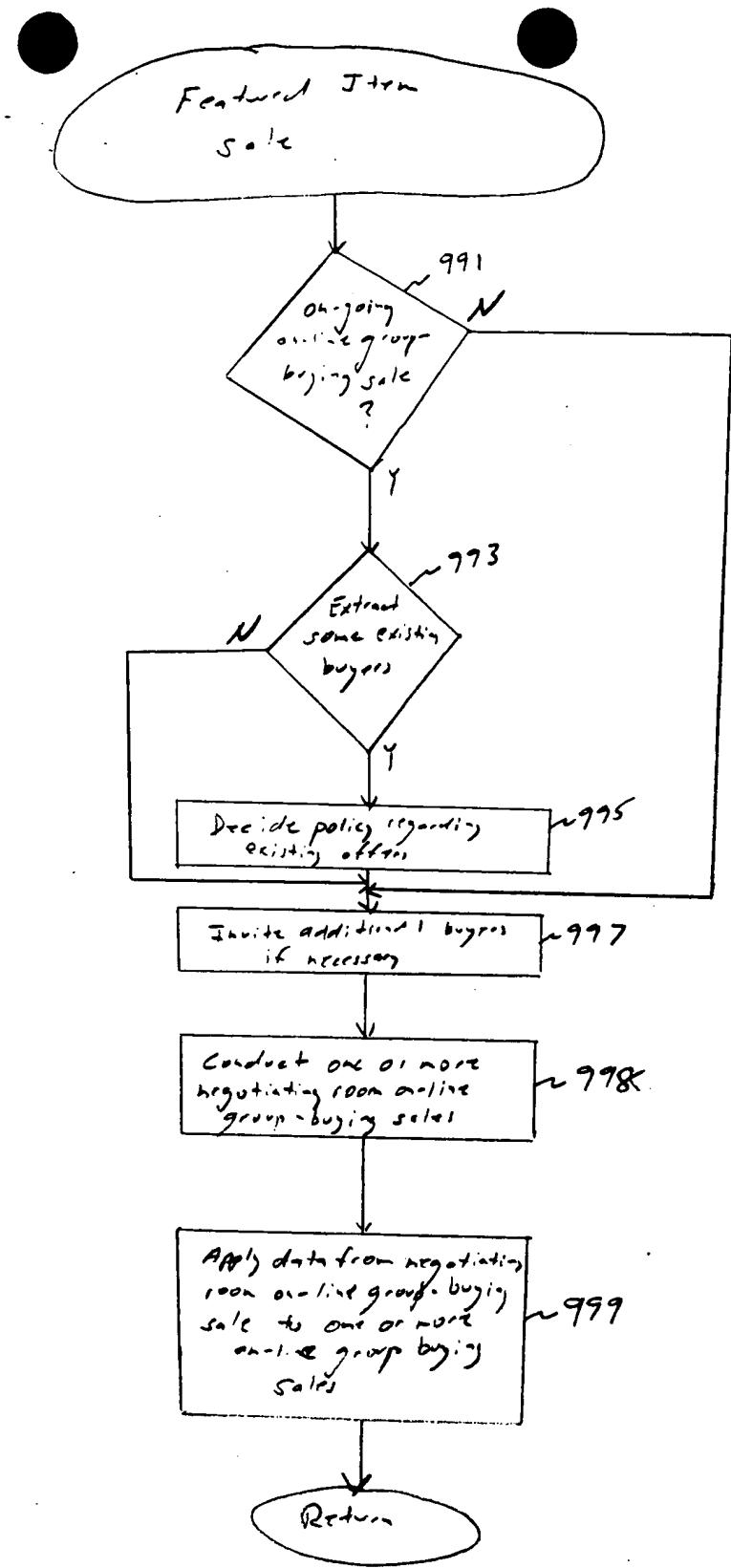


Fig. 9F

1003

MERCATA

1002

exclusive PowerBuy
msn joins the revolution

1005

msn

MARCH 1999 11:00 AM PDT [HOME](#) [CUSTOMER SERVICE](#) [MY ACCOUNT](#) [PowerBuy CENTER](#) [HELP & INFO](#) [SHOPPING CART](#)

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PowerBuy

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Home & Kitchen

Lawn & Garden

Specialty & Gifts

Sports & Fitness

1001

exclusive
PowerBuy

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Cordless Phone
System
PowerBuy



RETAIL:
Now: \$449.99
Save: \$369.99
\$80.00

\$179.99
\$149.99
\$30.00

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Item: Cassiopeia Palm-size Multimedia PC. E-100
Our Price: \$369.99 Our Price: \$80.99 Page 1 of 1
1 Day Remaining [Details](#)

Microsoft® Cordless Phone System

\$149.99 \$30.00 2 Days Remaining [Details](#)

MESSAGE BOARD

1004

- These things are great. My friend Joe had one, and he....
- This price is \$10 less than....
- The phone works really well with....



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FIG._ 10

FIG 11A

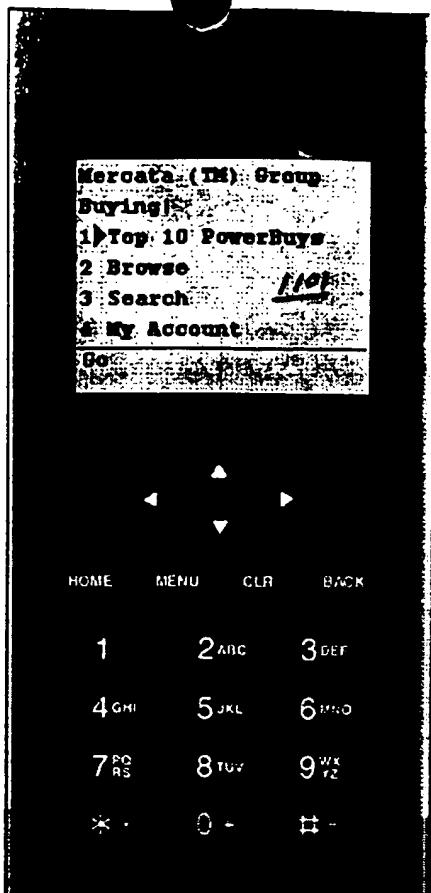
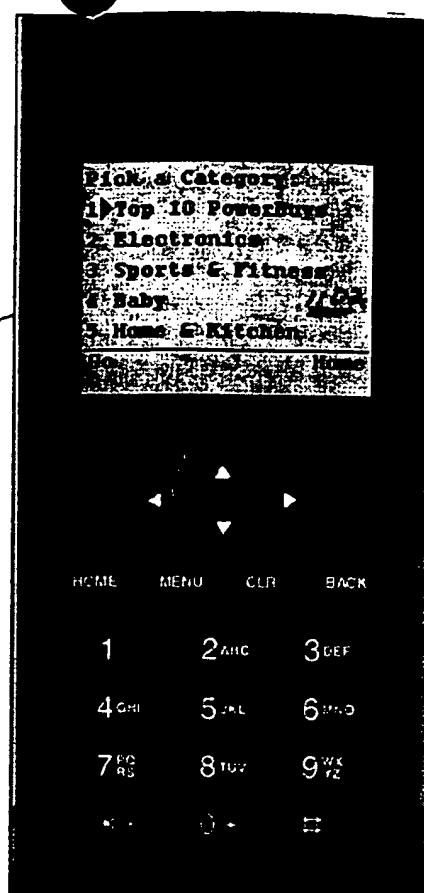


FIG 11 B



1100

Quick Search

DVD

Find: alpha

HOME MENU CLR BACK

1	2 ^{ABC}	3 ^{DEF}
4 ^{GHI}	5 ^{JKL}	6 ^{MNO}
7 ^{PQ} RS	8 ^{TUV}	9 ^{WXZ}
*	0 +	# =

1100

Quick Search

DVD

Find: alpha

HOME MENU CLR BACK

1	2 ^{ABC}	3 ^{DEF}
4 ^{GHI}	5 ^{JKL}	6 ^{MNO}
7 ^{PQ} RS	8 ^{TUV}	9 ^{WXZ}
*	0 +	# =

FIG 11C

FIG 11D

FIG. 12A

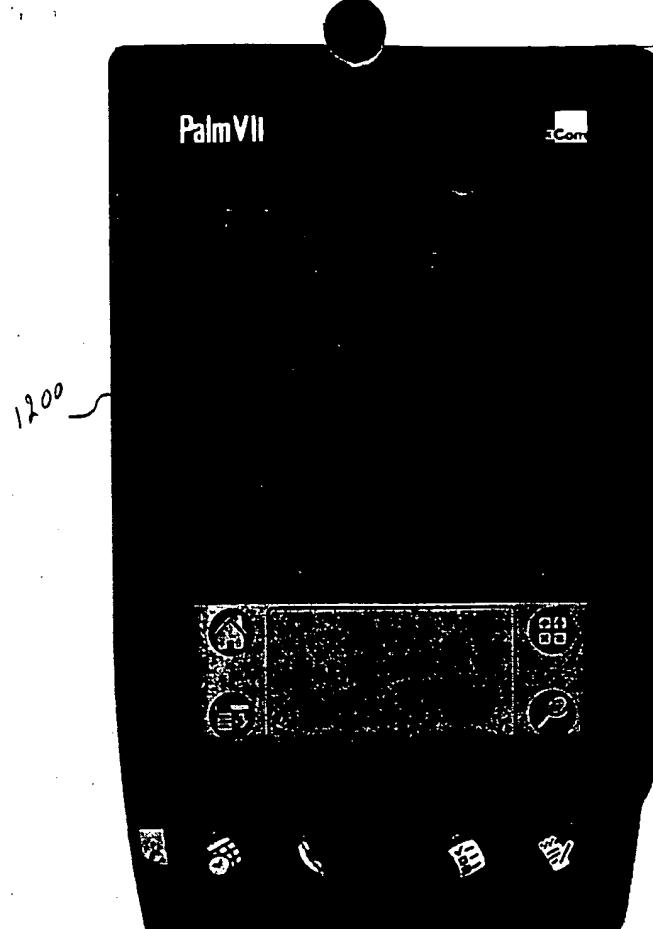


FIG. 12B

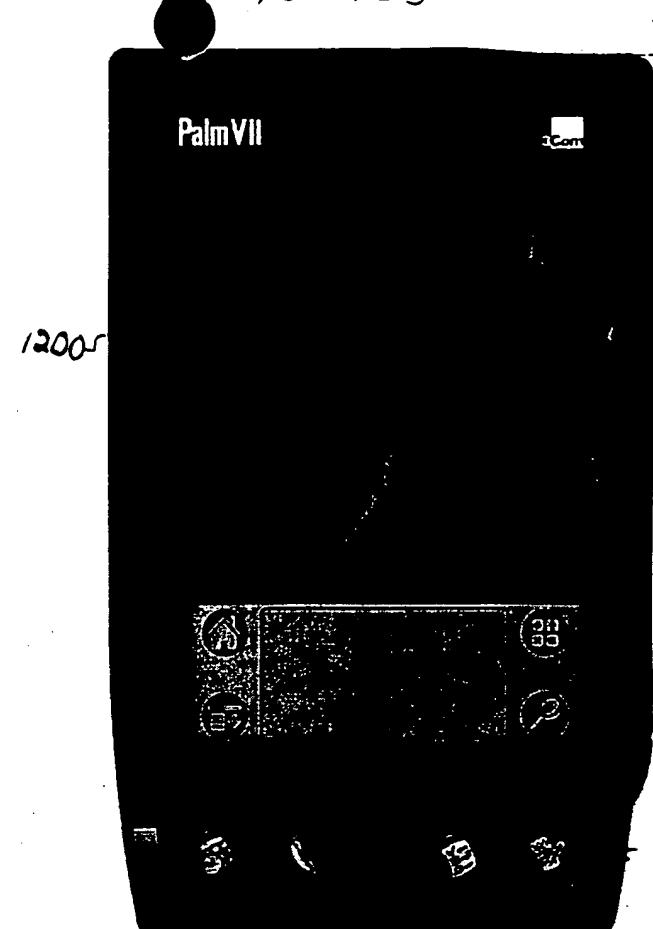


FIG. 12C

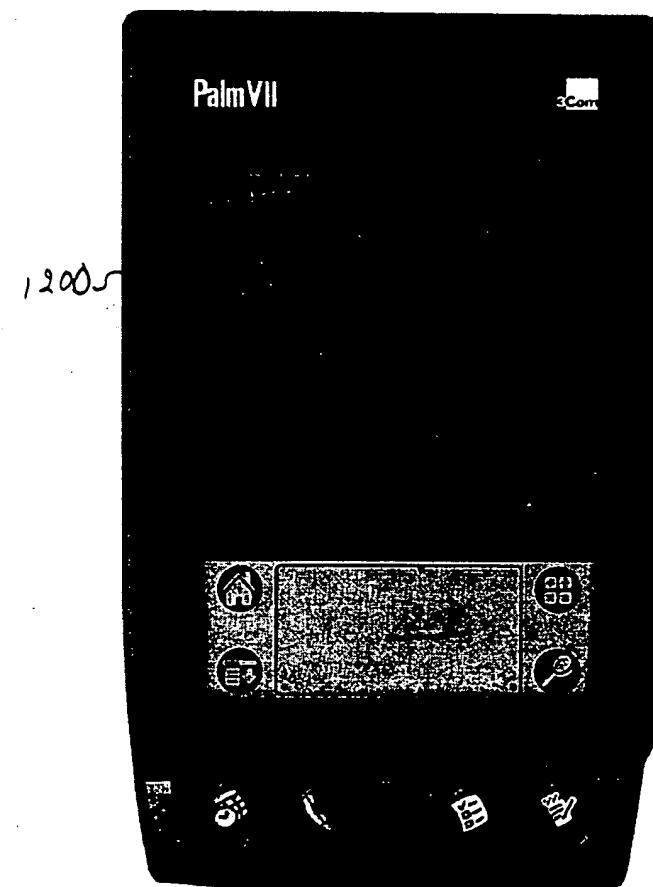
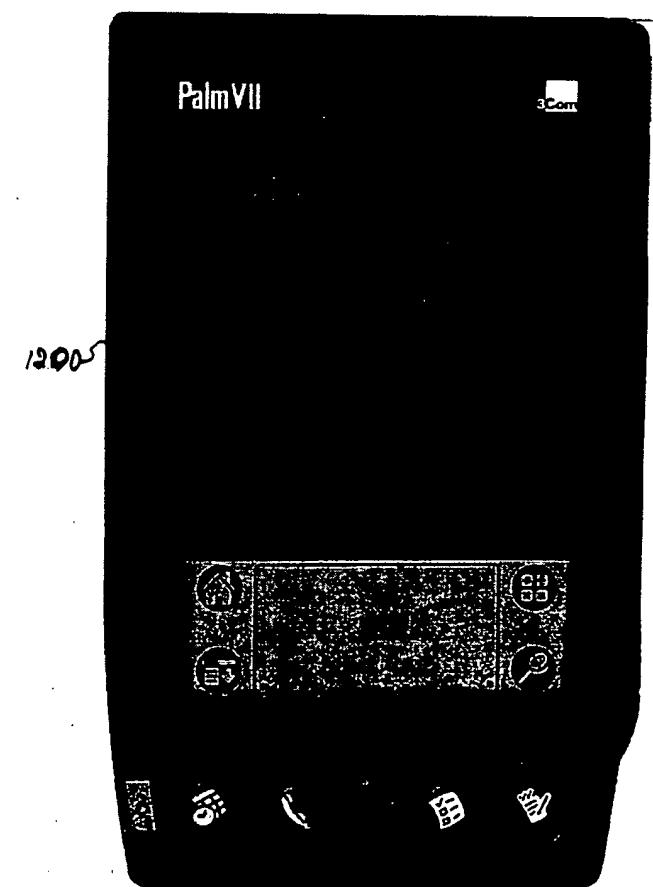
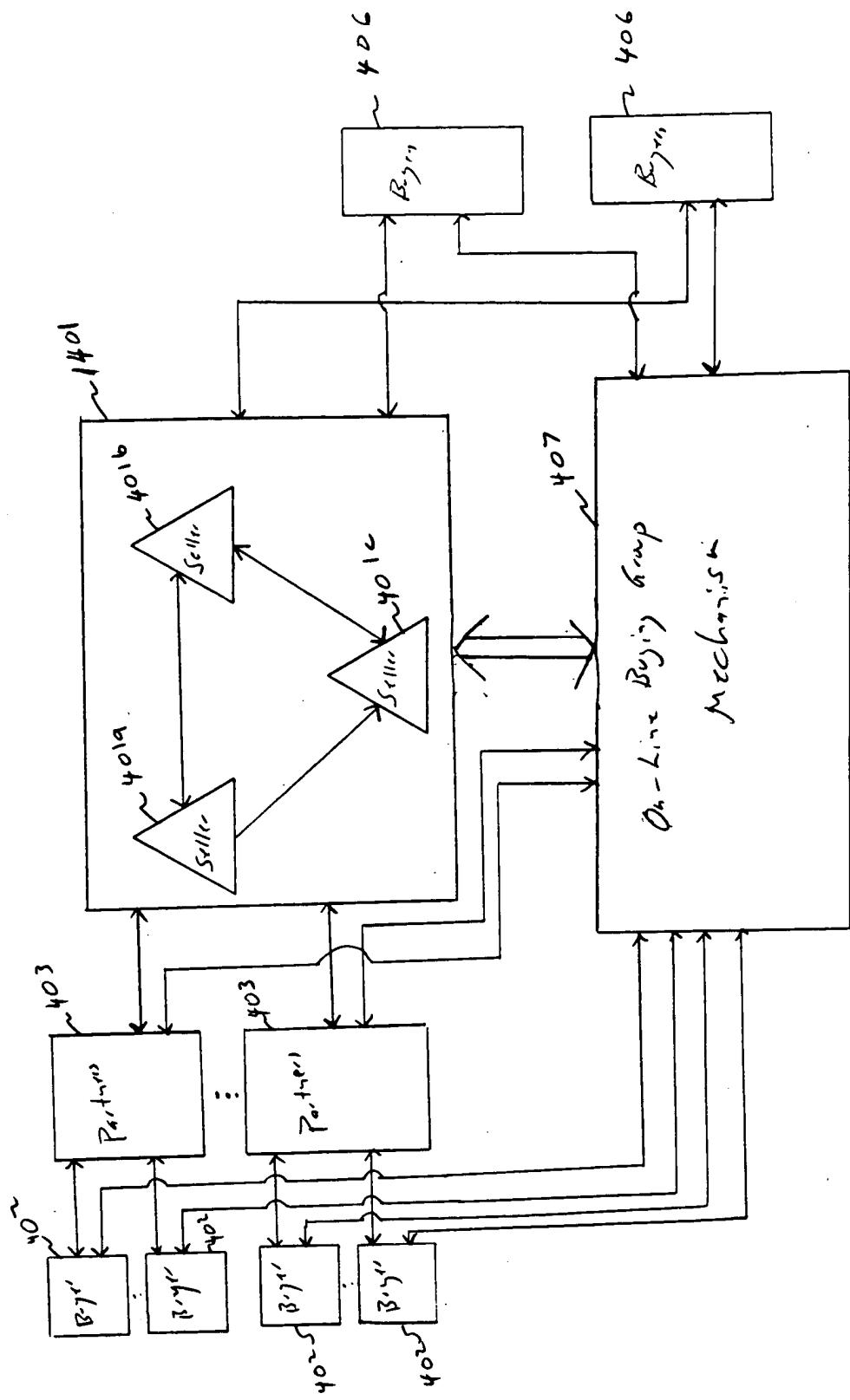


FIG. 12D





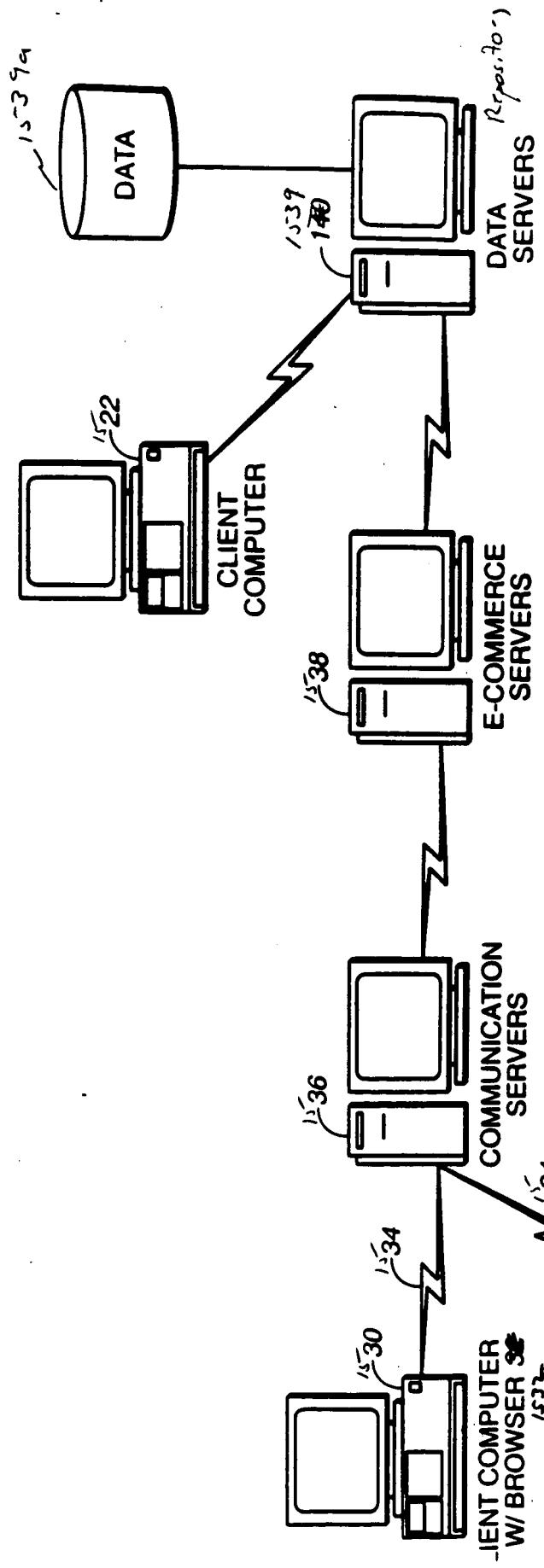
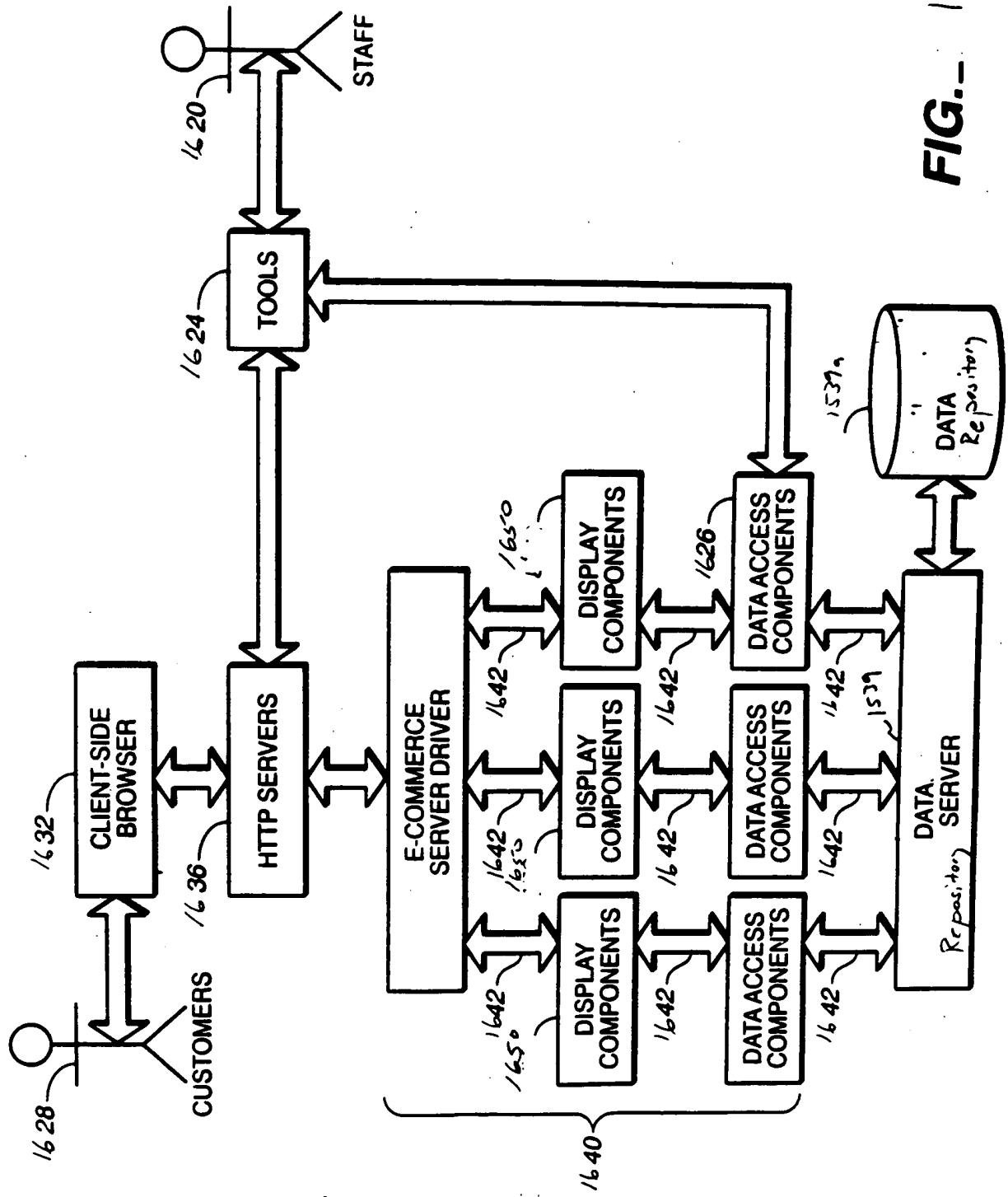
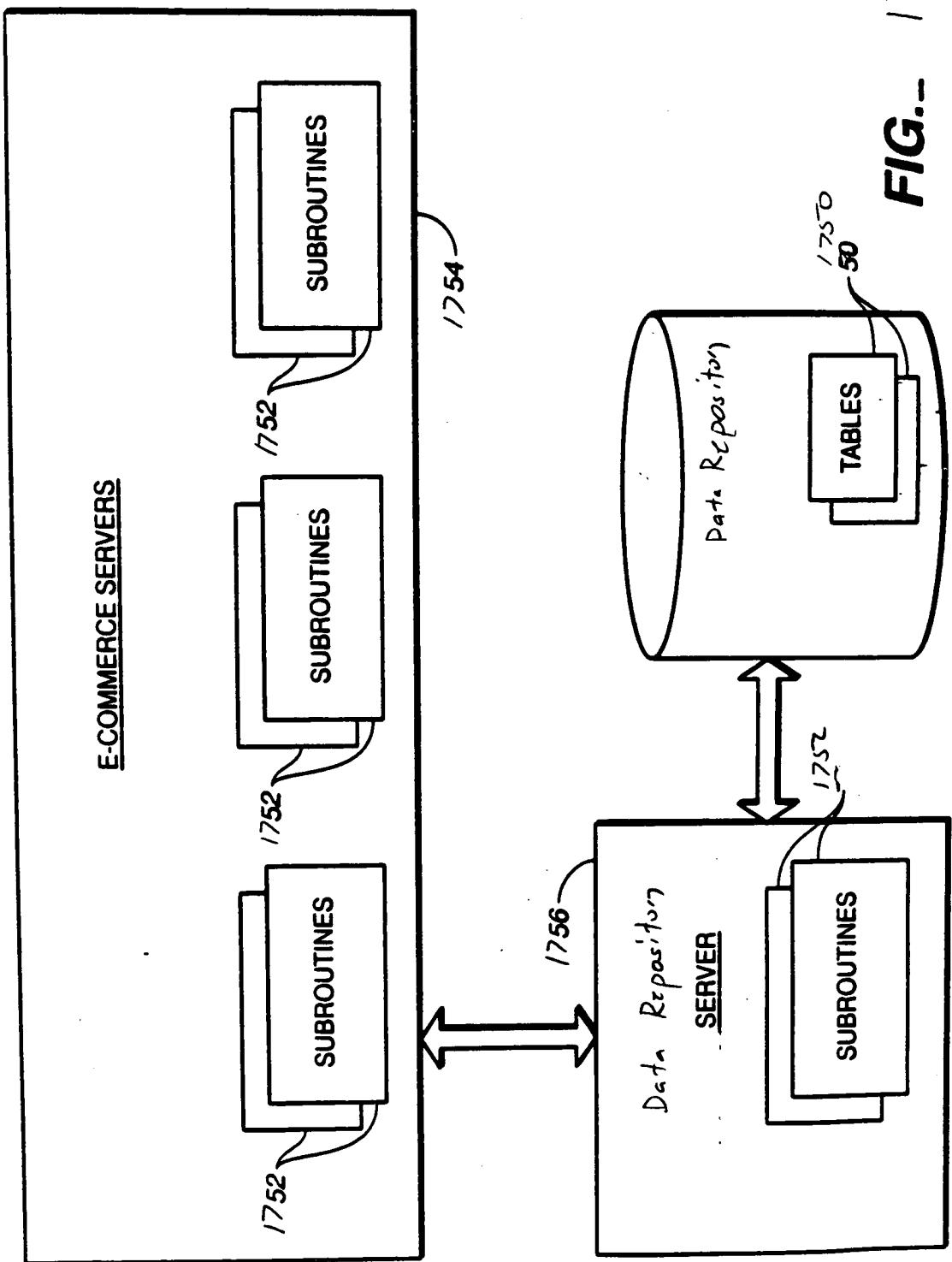


FIG. - 15





1

FIG. 1